



American Red Cross

Indian Red Cross Society



PROMOTING HEALTHY PRACTICES



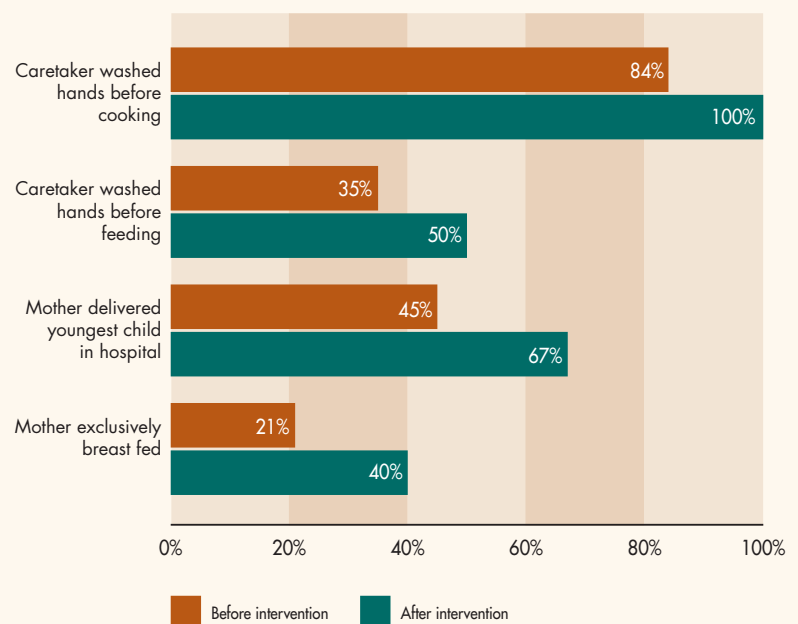
SCALING UP COMMUNITY IMCI IN GUJARAT, INDIA

Nearly 3,000 Indian Red Cross volunteers and 100 staff learned community mobilization and interpersonal communication methods for encouraging people to improve their health and hygiene practices. Volunteers held workshops, small group trainings and school fairs in their own communities. The interventions primarily targeted caretakers of children under five and were reinforced by a mass media element.

CONCLUSION

The success of strategies to manage childhood illnesses can be increased exponentially through the efforts of indigenous, volunteer-based civil society organizations, such as the Red Cross and other nongovernmental groups.

CAREGIVER BEHAVIOR



Together, we can save a life